DORAL Full Flavor, Full Flavor Menthol and Lights Box

Marketing and Sales Objectives/Strategies

DORAL Box products are an entry into the growing Savings Box category. These products will capitalize on the high development of Box packaging throughout your marketplace (35% of total industry is Box packaging).

Objective:

Optimize distribution on DORAL Box (83 FF, FF Menthol and Lts) within current availability markets and introduce in the balance of U.S. (without major disruption to current selling plans and Field Sales work load).

Key Strategies:

Maximize Box growth in light of Basic Box introduction and GPC activity (20% of GPC's volume is Box packaging). Obtain distribution via direct accounts/wholesalers with emphasis on retail accounts where savings is average to highly developed. Gain trial via display/product positioning, strong price communication with new Box POS and promotional offers.

- Distribution push in current DORAL Box Markets.
- Intro program (chain and distributors) in new and existing markets.
- Utilize direct accounts to gain distribution in retail accounts to minimize Field Sales involvement.
- In existing DORAL Box markets, include 25% of DORAL Box in March ashtray promotions where possible.
- Include DORAL Box in May DPC promotions (e.g., 50%).
- Include Box styles in consumer pricing/ceiling strategy.

Product and Packaging:

- DORAL Full Flavor, Full Flavor Menthol and Lights Box are consistent with the current DORAL Full Flavor, Full Flavor Menthol and Lights soft pack styles.
- Graphics are closely tied to current soft packs.
- Both Box products have cork filters consistent with our DORAL Full Flavor, Full Flavor Menthol and Lights soft pack styles, GPC and Basic Box styles.

Distribution Strategies:

- Obtain maximum distribution levels of DORAL Full Flavor, Full Flavor Menthol and Lights Box in accounts whose Savings/Savings Box category development is average to high. (Distribution objectives to be determined by your region based upon marketplace opportunity and communicated to direct accounts.)
- Primary Savings focus should be DORAL Box during the introductory period.
  - Direct Accounts to ensure distribution and delivery of DORAL Box live product and the B1G1F promotional offer to retail.
  - RJR Field Sales (during normal call coverage) to ensure DORAL Box POS is placed at retail to communicate price and create consumer awareness during introduction.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyy0000

DORAL Full Flavor, Full Flavor Menthol

Direct Account Fact Sheet - Promotional Product B1G1F

An introductory B1G1F program has been designed to provide trial on DORAL Full Flavor Box and DORAL Full Flavor Menthol Box (only DORAL Full Flavor Box and Full Flavor Menthol Box will be included in the B1G1F offer because these styles are strong performers in your markets).

DORAL FF and FF Menthol - Promotion Details

Promotion Number:	600895
First Order Date:	3/11/96
Promotional Product Code:	DORAL FF Box B1G1F 12300-22362 (6M Case) DORAL FF Menthol B1G1F 12300-22373 (6M Case) (All product shipped in white cartons)
Display/Shipper Information:	Special Shipper/B1G1F Kit #508880 (1/SKU) (Contains 1 Pack Display and 1 Offer-Specific Riser Card for Display)
Display Load:	Kit has been designed to hold: 2 Cartons - DORAL FF Box 2 Cartons - DORAL FF Menthol Box Direct Account to place 4 cartons of promoted product in kit and ship to retailer by April 5, 1996 (RJR to furnish illustration of kit).
Special Display Allowance:	A special display payment of $2 per display ($15 per 6M case) will be issued to the direct account by RJR for selling in the displays at retail by April 5, 1996.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyy0000

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Account Managers/Reps and ROU Information

Live Product Allocations

Direct account allocations may be viewed in BPE as Promotion #495 in the "A20 New Brand Allocation" function. Drive period is 603-00 Domestic. Allocations were based on the direct account's purchase of DORAL Full Flavor, Full Flavor Menthol and Lights Soft Pack during the last 12 months. (Steps for viewing allocations are attached.)

All live product allocation change requests should be forwarded to your Area Manager of Operations for approval by March 11, 1996.

B1G1F Promotion Details

Promotion #:	600895
Allocations Available in BPE:	2/19/96
First Order Date:	3/11/96
Display:	#508880 (1/SKU) Contains 1 Pack Display, 1 Riser Card
POS Available for Order:	2/19/96
POS Available for Shipment:	3/11/96
Reporting Codes:	DOR BOX B1G1F (Report # Offers) Dates: 4/1/96-5/31/96 (For ROU Reporting) DOR BX DPLY PAY (Rate $2.00) Dates: 4/1/96-5/31/96 (TPS Only)

The $2 display payment is to be issued by the ROU to the direct account for displays they sell. The $2 display payment may also be issued to direct chains for displays RJR Account Managers sell.

Only the DORAL Full Flavor and Full Flavor Menthol Box will be available for the B1G1F promotion due to these being stronger performers in your regions.

RJR Inventory Audit

Expansion Markets (Regions 1200 and 1700) - The additional $10 per 6M case will be available on all allocated product that has been shipped from the direct account to the retailer between March 11 - April 5, 1996. The ROU will have access to a report in BPE on Monday, April 8, which will list the direct account's number of cases allocated, ordered and shipped with a blank area for existing inventories. The report should then be distributed to the appropriate Account Managers/Reps who will record the on-hand inventory on April 8 and 9. The ROU will be responsible for entering the final information "on-line" in BPE by April 12. Customer Services will issue a payment to the direct account(s) based on this data. Payments will not exceed the allocated quantity.

Existing Box Markets (Regions 1100, 1300 and 1600)

To eliminate a "count/recount" (pre-audit) of existing inventory of DORAL FF Box and Lts Box, the account managers/reps with direct account responsibilities will not be required to do a physical inventory audit of these two styles to verify payment to direct accounts on allocated quantities. Payments will be made based on actual shipments made to these accounts on allocated quantities of these two styles. However, it is your responsibility to ensure that this product is moved to retail by April 5. **An audit will be required on the remaining DORAL Full Flavor Menthol Box product on April 8-9 that has not moved to retail.**

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyy0000

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Account Managers/Reps and ROU Information

POS Support:

Available for Order	2/19/96
Available for Shipment	3/11/96

	Description	Item #	SKU Packing
	24" Package Merchandiser Card w/pricing	508172	1
	Large Paster w/pricing	508175	1
	Pack Starburst w/pricing	508181	1
	Wobbler w/pricing	508184	1
	Folded Shelf Strip w/pricing	508190	1
*	DORAL Menthol Box B1G1F/Shipper Kit	508880	1
	DORAL FF Box Carton End Label	~~470444~~ 499760	~~10 Sheets~~ 1/sheet
	DORAL Lt Box Carton End Label	~~470450~~ 499772	~~10 Sheets~~ 1/sheet
	DORAL FF Menthol Box Carton End Label	508922	10 Sheets
	DORAL Pack Tag - FF, Lt Box	470441	1 Sheet
	DORAL Pack Tag - FF Menthol Box	508940	1 Sheet
	DORAL FF Box Repack	470453	~~100~~ 1
	DORAL Lt Box Repack	470462	~~100~~ 1
	DORAL FF Menthol Box Repack	509522	~~100~~ 1

★ Per FSG 38-A

(POS and Kits to be allocated to regions)

*Illustration of Shipper Kit will be "faxed" to your ROU.

Brand Tables:

DORAL FF, FF Menthol and Lights Box will be entered into the brand tables on 3/11/96 and remain in the tables through the end of the year in order to read distribution data.

Shelf Life:

DORAL FF, FF Menthol and Lights Box will follow our standard shelf life policy.

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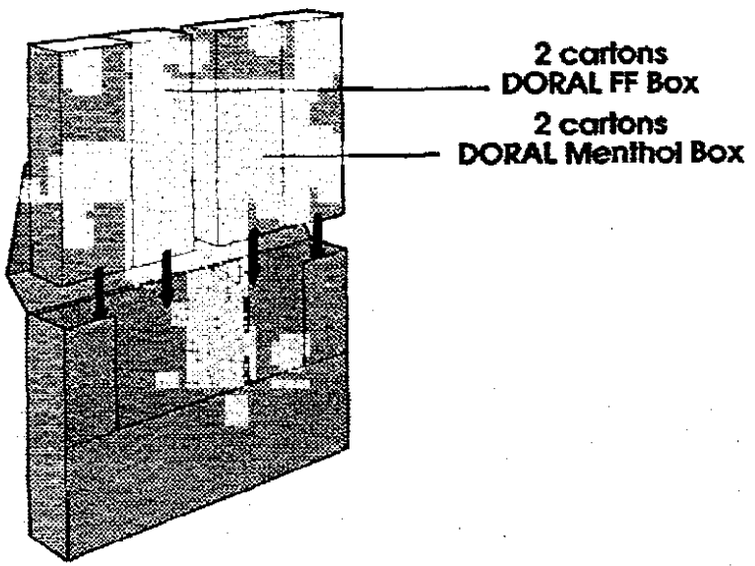
002/002
→→→ BUFFALO 1610
02/20/98 10:54

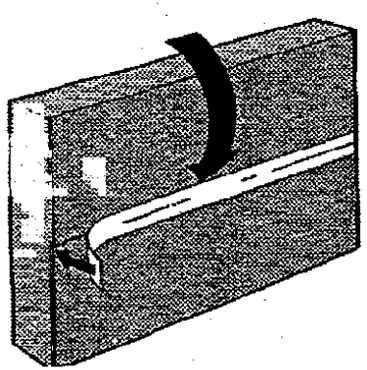
DORAL FF + MENTHOL BOX INTRO

Wholesaler Packing Instructions
DORAL FF + Menthol Box B1G1F

STEP 1 (promoted product in white carton)

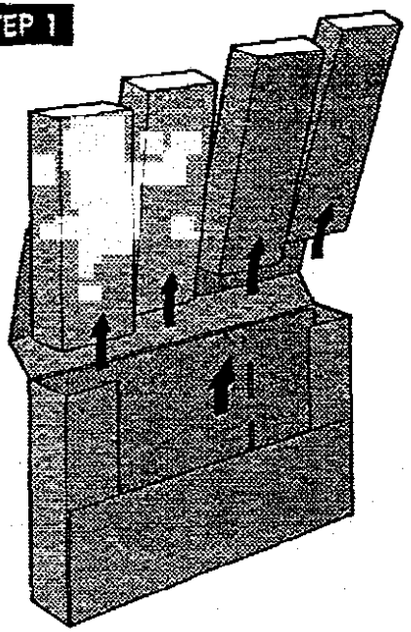


STEP 2 Seal and ship to retailer.



Retailer Set-up Instructions
DORAL FF + Menthol Box B1G1F Display

STEP 1



- Open shipper
- Remove cartons.

STEP 2

- Take out display and assemble.
- Attach advertising card to display and write in price.
- Remove 20 B1G1F offers from four cartons and place in display.
- Position in primary selling location.

R J Reynolds Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyy0000